

# How to Gain Momentum During Challenging Times With Your Digital Marketing Program

marketing  essentials



# Meet the Presenter



**MELISSA SMALLEY**  
SENIOR STRATEGIST

# **FOCUS**



**Get tips for  
positioning your  
digital marketing  
strategy**



**Learn to personalize  
your virtual sales  
experience**



**Explore different  
tactics to create your  
30-90 day plan**

# **BASICS**

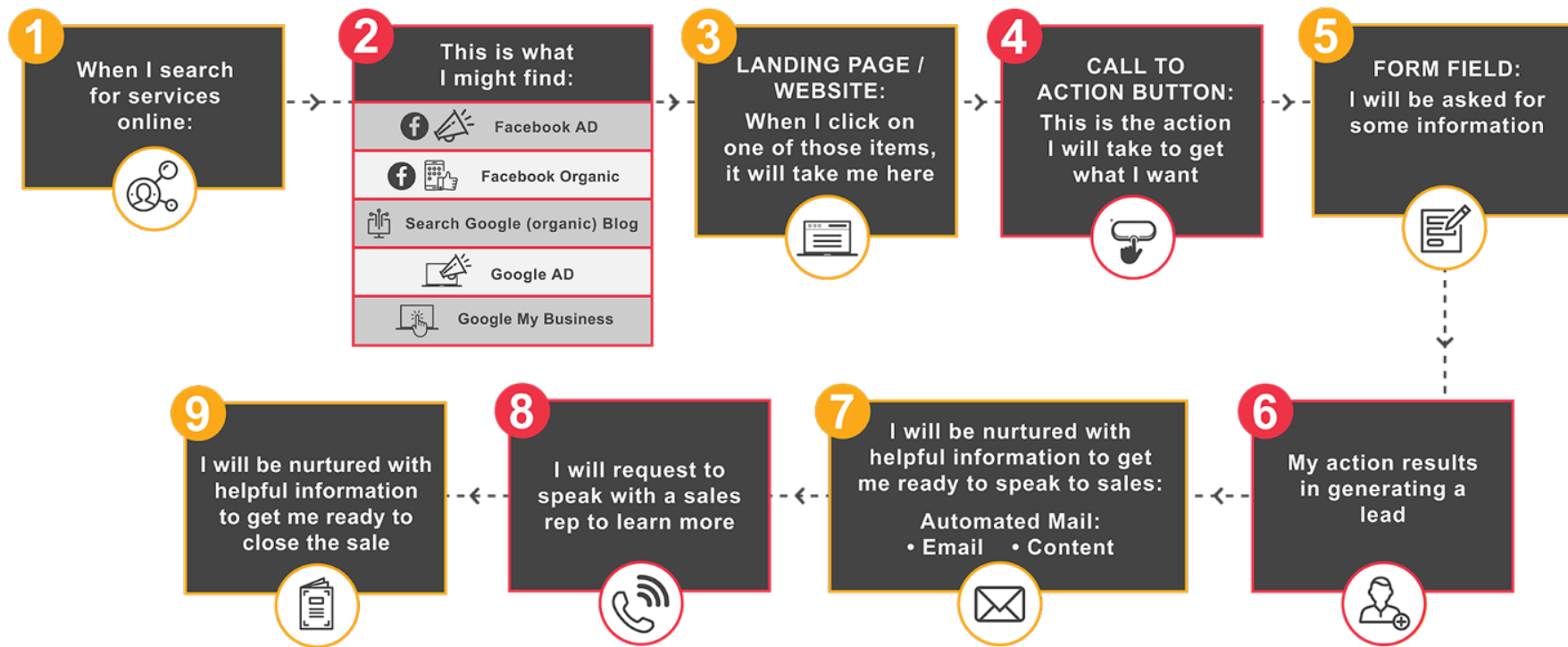
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**Lifecycle Marketing &  
the Buyer's Journey**



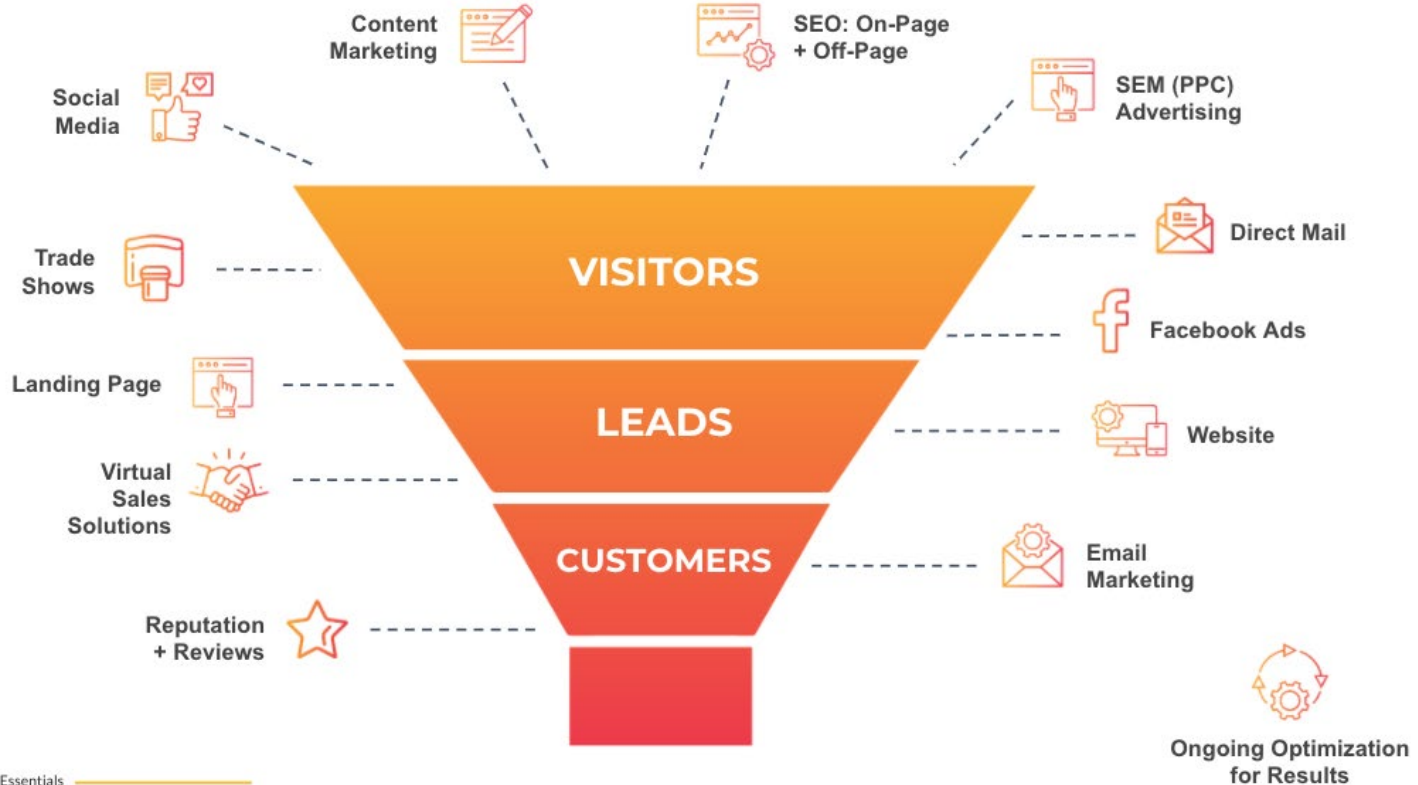


# How People Search





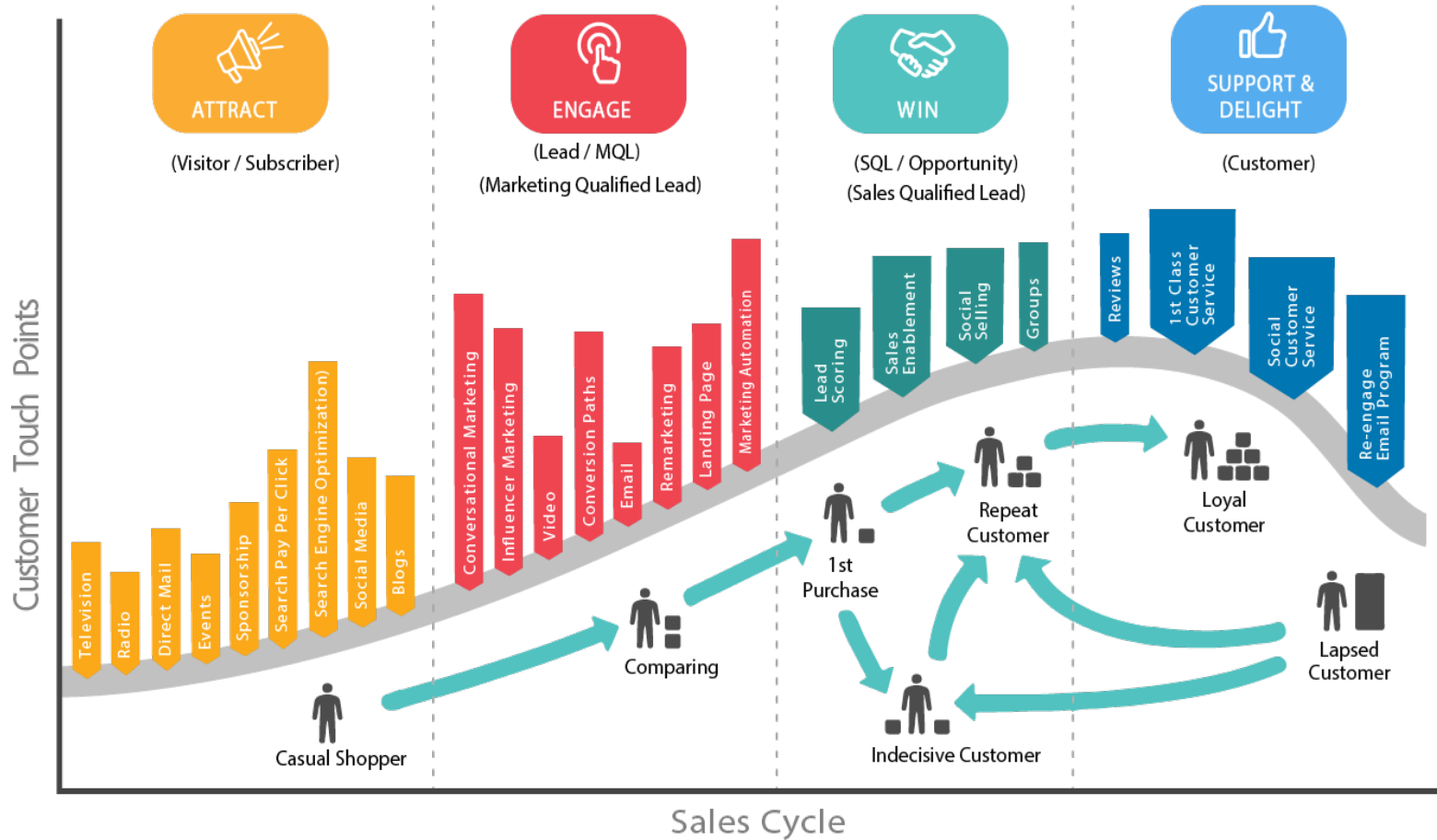
# Marketing & Sales Funnel





# Lifecycle Marketing

The process of providing your target audience with the kinds of communications and **experiences they need, want or like** as they move from prospects to customers then, ideally, to brand advocates.





# Build Your 30-90 Day Plan

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# Fundamentals

1. Who is your IDEAL customer (persona)?
2. What are the top 5 things your customers ASK you about?
3. How does your customer FIND you?
4. Why does your customer CHOOSE you over someone else?
5. What makes your service or product DIFFERENT and UNIQUE from your competition (competitive advantage)?
6. What is the the BIGGEST concern your customer has TODAY?



Business Name			
Goal(s):			
Goal(s):			
Tactic/Action	Concept/Campaign	Persona	Notes
Digital Advertising			
Google Smart Campaigns			
Facebook Advertising			
Website			
Social-Organic			

# Tactics

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## TIP 1: Digital Advertising ✈️



- Google Smart Campaigns



- Facebook Advertising






- Retargeting





# Google Smart Campaign

## What Is It?

-  Automatically optimizes your ads based on data to meet your goals
-  Highlights your services and products (utilizing your Google Business Profile listing and website)
-  Minimal ongoing management

## Budget?

-  Cost-effective for small businesses
-  Starts with a \$150 budget per ad



## Google Smart Campaign Example




Comprehensive Insurance | Protect Yourself on a Budget | Get Your Free Quote Today

Ad [www.example.com/insurance](http://www.example.com/insurance)

Get affordable & trustworthy insurance. 10% discount on all online quotes. Easily compare insurance plans side-by-side in just a few seconds.



## Facebook Advertising

-  Reach thousands of people at a fraction of the cost of traditional print, television or radio advertising
-  Easily see ROI
-  Open doors to communication with potential customers





## Brand Awareness Ads

- Place branding in front of potential customers likely to buy from the company
- Establish a following
- Ad Recall Lift Metric



**Otterbein SeniorLife**

Sponsored

Join Camille for a tour of this unique one-bedroom deluxe patio home. This home features a large bedroom, a spacious walk-in closet, a spacious bathroom with a walk-in shower, a four-season room with cathedral ceilings, a half bath, and a one-car garage with extra storage. All utilities are included with our patio homes, as well as maintenance-free living. To schedule a visit for this home....



OTTERBEIN.ORG

Independent Living | Cridersville Ohio

[Learn more](#)



## Traffic Ads

- Increase visits to your website or app
- Shown to customers who will likely take action when they arrive



**Otterbein SeniorLife**  
Sponsored

What are the benefits of living in an apartment in a senior community? Think convenience, social interaction, safety, and cost savings. We've rounded up a few examples in the blog below.



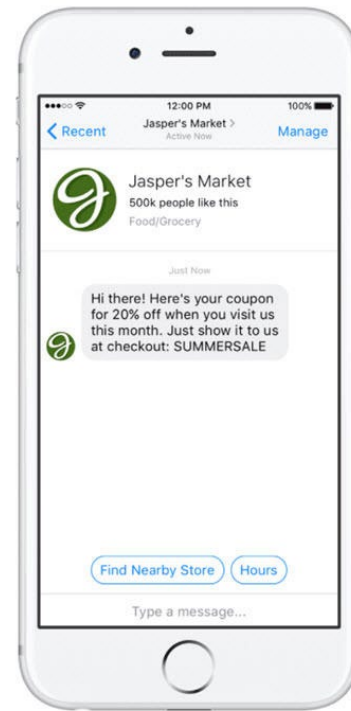
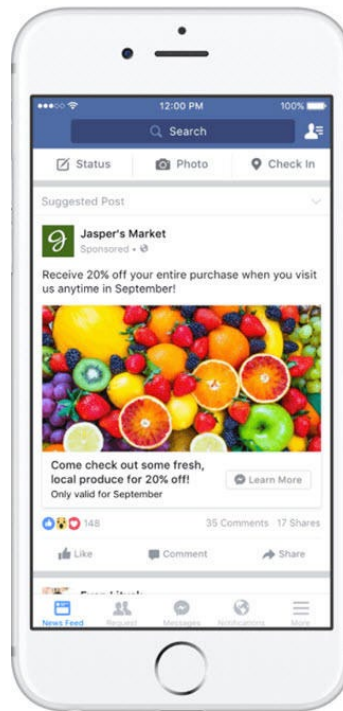
[BLOG.OTTERBEIN.ORG](https://blog.otterbein.org)

[Learn More](#)



# Messenger Ads

- Generate leads
- One-to-one conversations with customers
- Offer support and answer questions



**1. A potential customer visits your site but leaves without converting.**

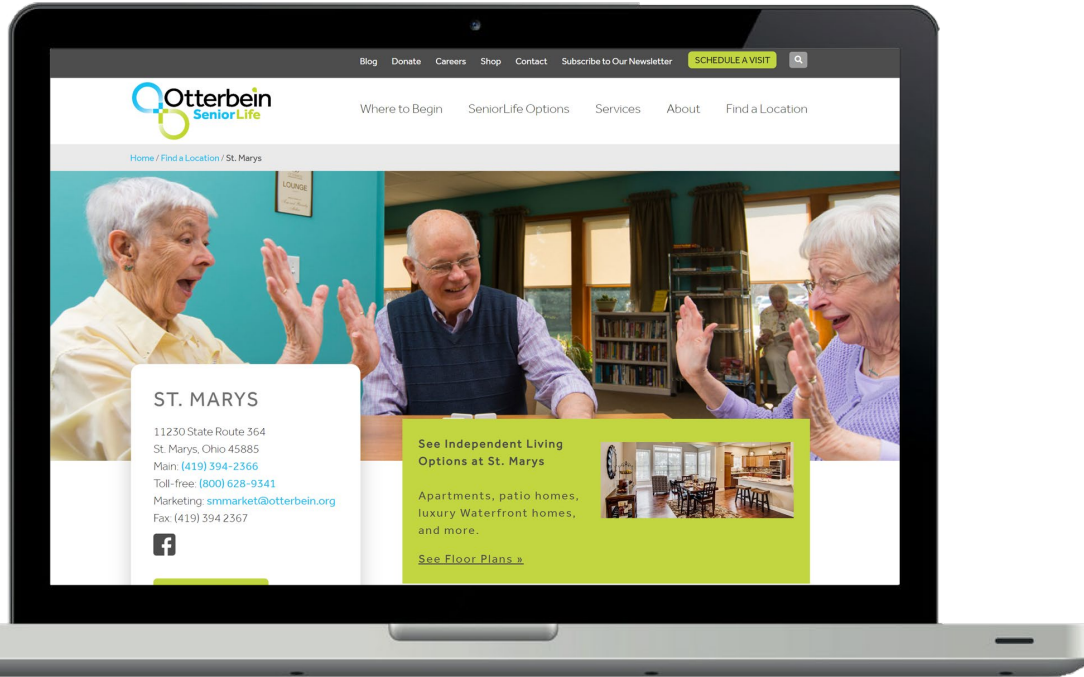


**3. They later check their social media, and you capture their attention back with ads about the products they viewed earlier.**

**2. You create a retargeting campaign on social media to win them back.**

**4. You convert a prospect into a customer.**

## USER VISITS LOCATION PAGE ON THE WEBSITE



## USER LATER SEES THIS AD ON THEIR FACEBOOK/INSTAGRAM FEED



## TIP 2: Search Engine Optimization ✈️



- On-Page SEO



- Off-Page SEO



- Technical



# On-Page SEO



## ABOUT

### Independent Living at Otterbein

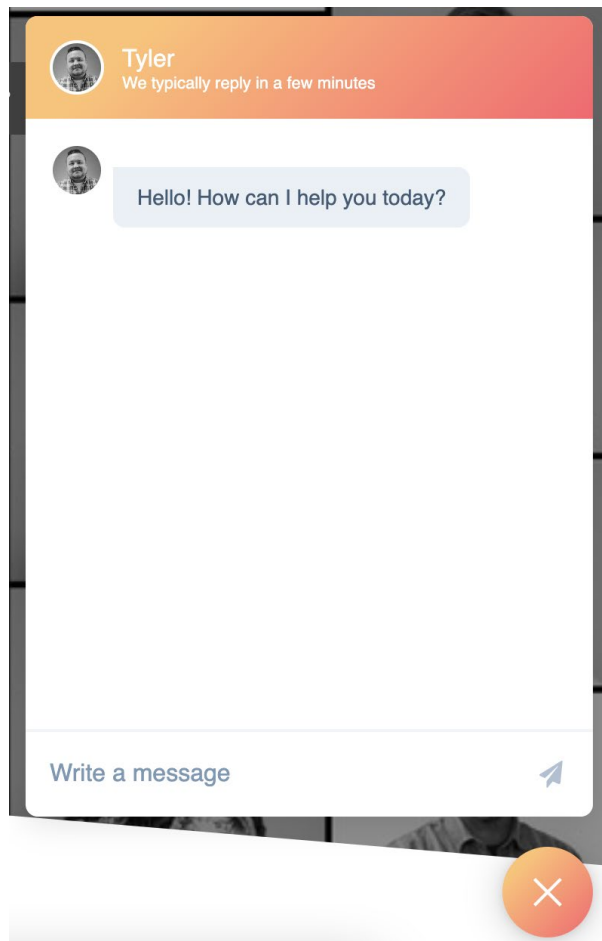
#### Your Independence Begins with Choices for Wellness

Whether you choose a maintenance-free patio or ranch home, duplex, or apartment at any of our spirited [SeniorLife Communities](#), Otterbein independent living keeps you in the best of health.

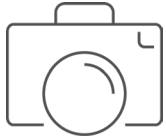
Countless activities await you every day. At Otterbein, there's always something to do to enrich your spirit and brighten each day. Our fitness equipment tones muscle. Our exercise classes keep you supple. Spiritual services enhance your life enrichment experience. Our scenic walking trails provide sun, fresh air, and a spiritual lift. Wellness choices are many at Otterbein!



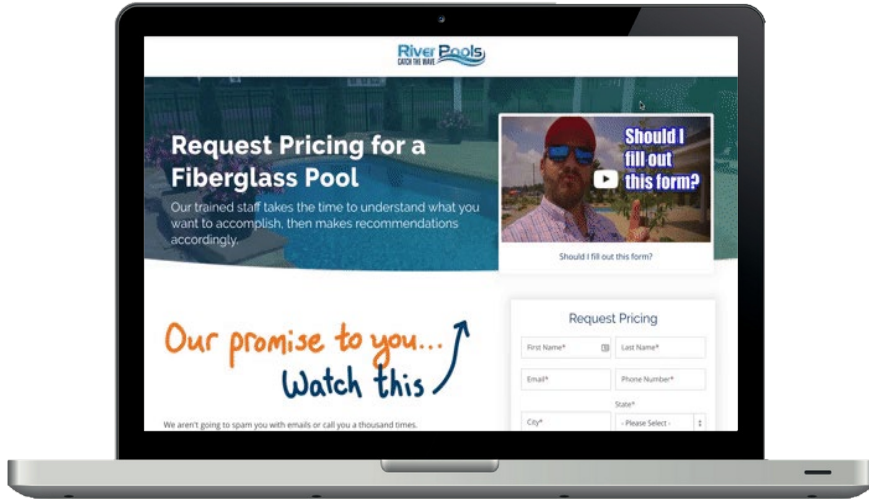
# Chat Bots



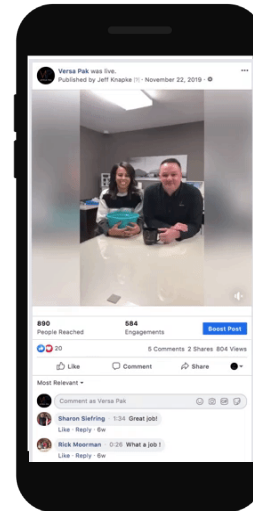




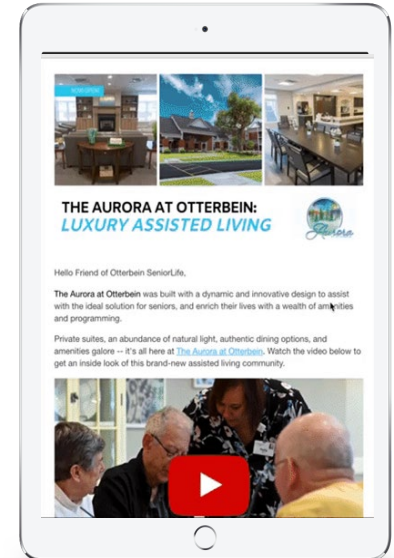
# Video



WEBSITE



SOCIAL MEDIA



EMAIL

[Watch Full Video](#)



# Conversion Rate Optimization

The Answers You Need to Plan for Your Future

LAKE FOREST PLACE

Get your comprehensive guide to costs at Lake Forest Place

As you plan for the future, you want all the necessary information at your fingertips. Our goal is to help you understand your options, so we offer you this comprehensive guide to the costs and benefits of living at Lake Forest Place.

Download the guide to learn:

- Entrance fee and monthly fee amounts for our luxurious cottage or apartment homes.
- What our fees include.
- Why people like you choose to reside at Lake Forest Place.

Get My Guide

First Name\*

Last Name\*

Email\*

VARIANT A

Presbyterian Homes

The Answers You Need to Plan for Your Future

Get your comprehensive guide to costs at Lake Forest Place

As you plan for the future, you want all the necessary information at your fingertips. Our goal is to help you understand your options, so we offer you this comprehensive guide to the costs and benefits of living at Lake Forest Place.

Download the guide to learn:

- Entrance fee and monthly fee amounts for our luxurious cottage or apartment homes.
- What our fees include.
- Why people like you choose to reside at Lake Forest Place.

"You don't have to manage your life. We can just live it."  
—Lake Forest Place Resident

Get My Guide

First Name\*

Last Name\*

Email\*

Submit

© 2019 Presbyterian Homes | Privacy Policy

VARIANT B



## Off-Page SEO

### Google Business Profile

- Easily connect with customers across **Google** Search and Maps.
- Update contact information and hours
- Reviews

The screenshot shows the Google Business Profile for the Otterbein Pemberville SeniorLife Community. At the top, there is a photo of the community building and a map showing its location on Pemberville Rd. Below the header, the name "Otterbein Pemberville SeniorLife Community" is displayed, followed by buttons for "Website", "Directions", "Save", and "Call". The profile has a 4.4-star rating from 98 Google reviews. The address is 20311 Pemberville Rd, Pemberville, OH 43450. The hours are listed as "Closed" with a note that it opens at 9 AM on Mondays. The phone number is (419) 833-7000, and the website is otterbein.org. There are links for "Check insurance info" and "Suggest an edit". Under the "Products" section, three services are listed: "Respite Care", "Memory Care", and "Post-acute Care a... Rehabilitation".

58°

Otterbein Pemberville SeniorLife Community

Pemberville Rd

See photos

Otterbein Pemberville SeniorLife Community

Website Directions Save Call

4.4 ★★★★★ 98 Google reviews

Retirement community in Wood County, Ohio

**Address:** 20311 Pemberville Rd, Pemberville, OH 43450

**Hours:** Closed · Opens 9 AM Mon ▾

**Phone:** (419) 833-7000

**Appointments:** [otterbein.org](https://www.otterbein.org) Providers ⓘ

[Check insurance info](#)

[Suggest an edit](#)

Products [View all](#)

Respite Care  
Respite Care

Memory Care  
Memory Care

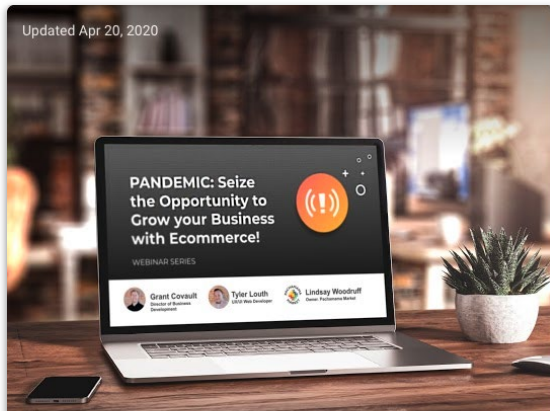
Post-acute Care a...  
Rehabilitation



# Google Business Profile: Posts

## Update

Updated Apr 20, 2020



**PANDEMIC: Seize the Opportunity to Grow your Business with Ecommerce!**

WEBINAR SERIES

Grant Covault  
Director of Business Development

Tyler Louth  
Chief Info Officer

Lindsay Woodruff  
Owner, Pachamama Market

The current pandemic has disrupted normal buying habits. But your customers haven't gone away! They still need what you're selling - but now they have to seek it out online. In our latest webinar, get tips from Pachamama Market Owner Lindsay Woodruff and our in-house experts on how to establish a successful online store.


[Learn more](#)

2 views 0 clicks [Share post](#)

## Event

**SURVIVE & THRIVE:**

**How to Quickly Pivot Your Marketing for Restart Ohio**



marketing essentials

**SURVIVE & THRIVE**

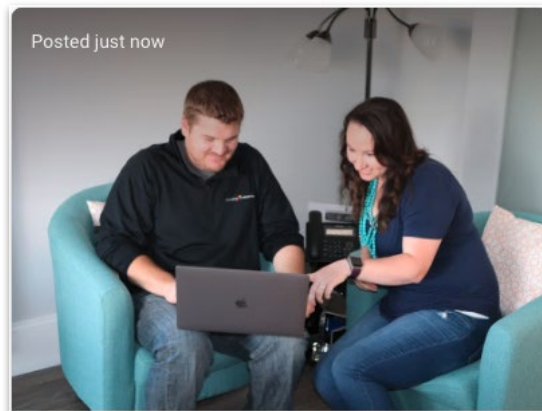
May 27, 12:00 PM - May 27, 1:00 PM

Let us help you take the guesswork out of marketing and sales in the new economic landscape. In this interactive workshop, we'll guide you through building your 30- and 90-day marketing plan as you prepare to return to growing your business.

[Sign up](#)

## Offer

Posted just now



**FREE 30 Minute Digital Marketing Consult**

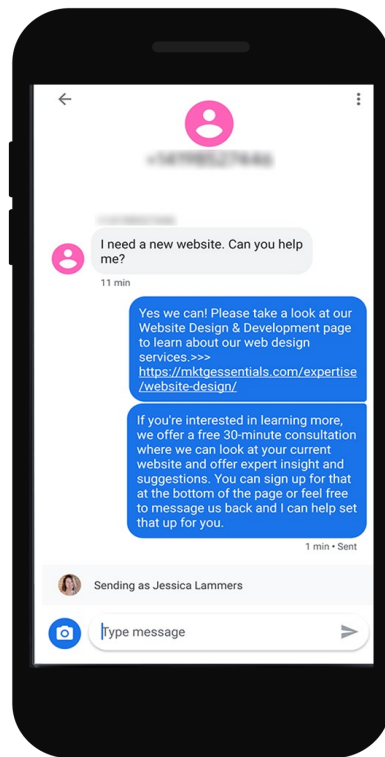
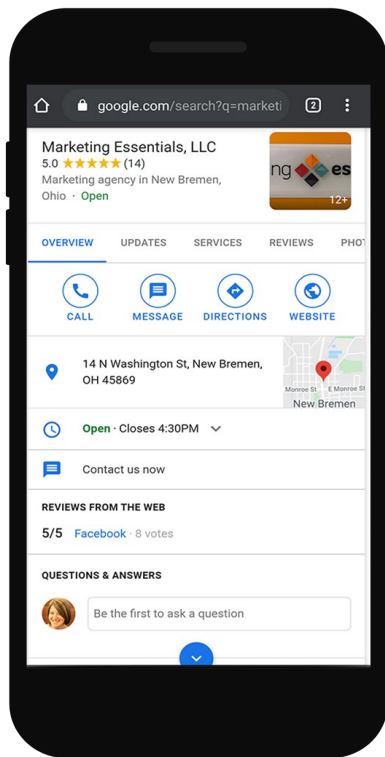
May 26 - May 29

[REDEEM ONLINE](#)

Valid 5/26 2020 - 5/29 2020



# Google Business Profile: Direct Messages





# Organic Social

- Social profiles rank in search
- Social channels act as search engines too!

mktgessentials.com ▾ 🔍

## Marketing Essentials | Digital Marketing Agency, New Bremen ...

We're a full-service digital marketing and sales agency in New Bremen, OH. Learn how we can help drive traffic to your website, generate leads and grow sales.

[Team](#) · [Careers](#) · [Contact](#) · [Recruitment Marketing](#)

mktgessentials.com ▾ About ▾

## Our Agency Team | Marketing Essentials

Learn more about the team at Marketing Essentials, an inbound digital agency. We're innovative, creative and little quirky, too. Experts in strategy, website UX ...

mktgessentials.com ▾ About ▾

## Digital Marketing & Sales Careers | Marketing Essentials

Join the Marketing Essentials team. Careers in digital marketing, sales, web development, design, writing, SEO, social media. A fun, flexible & diverse agency.

Missing: [file](#) | Must include: [llc](#)

www.facebook.com ▾ Places ▾ New Bremen, Ohio ▾

## Marketing Essentials, LLC - Home | Facebook

Marketing Essentials, LLC - 14 N Washington St, New Bremen, Ohio 45869 - Rated 5 based on 8 Reviews "Marketing Essentials recently designed the website..."

★★★★★ Rating: 5 - 8 votes

web.sidneyshelbychamber.com ▾ Marketing-Essentials,-... ▾

## Marketing Essentials, LLC

Marketing Essentials, LLC | P.O. Box 114, New Bremen, OH, 45869 |

www.linkedin.com ▾ company ▾ marketing-essentials-llc

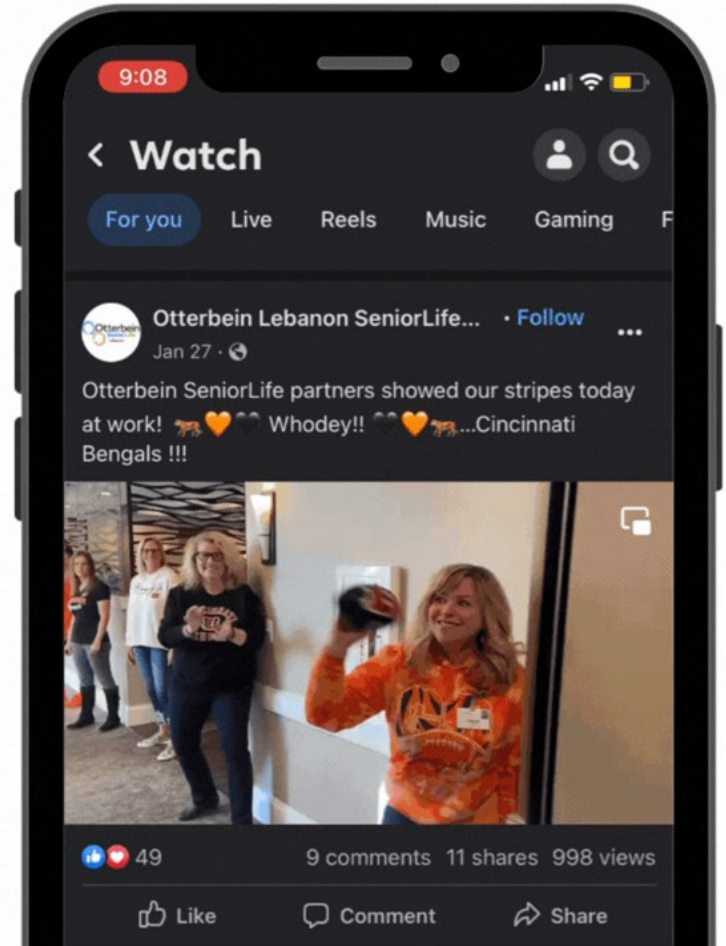
## Marketing Essentials, LLC | LinkedIn

Marketing Essentials develops custom marketing solutions to businesses of all sizes located in Lexington, South Carolina and beyond. We offer an extensive ...



## Organic Social Video

- Personalized way to get to know the company
- Visually provide informational content
- LIVE video





# Technical SEO

## Site Speed

Performance grade

**D 67**

Page size

**2.0 MB**

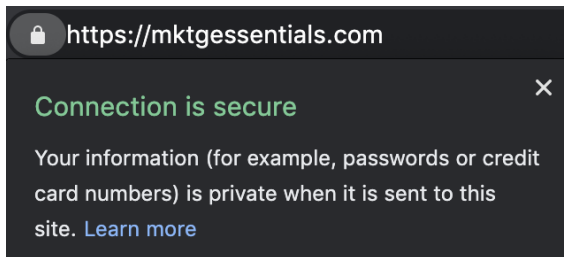
Load time

**1.21 s**

Requests


**87**

## SSL Security



## Mobile Responsive

Test results

 Page loading issues [VIEW DETAILS](#)

Tested on: May 18, 2020 at 9:57 AM

**Page is mobile friendly**

This page is easy to use on a mobile device





## TIP 3: Email Strategies ✈️

What are 2 different types of email strategies that require the least amount of effort for a return?

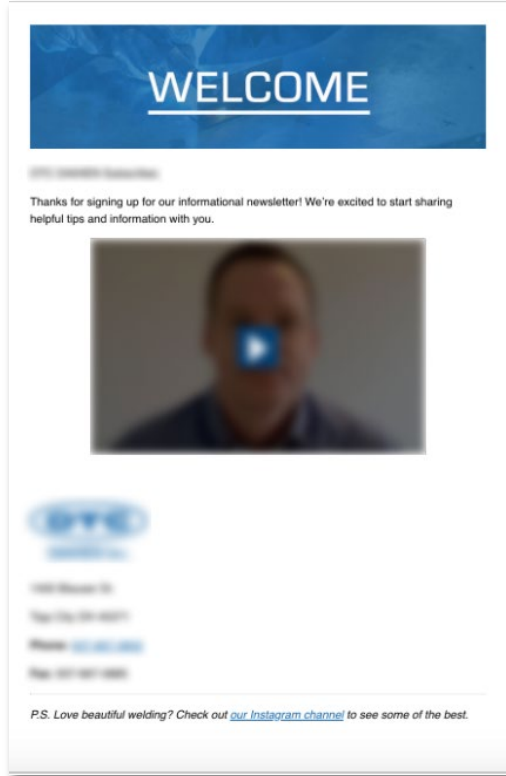
#1 Welcome Emails: Nail your welcome email / first response

- ✈️ Personalize and set the tone
- ✈️ Your customer showed interest; be sure to return the favor.

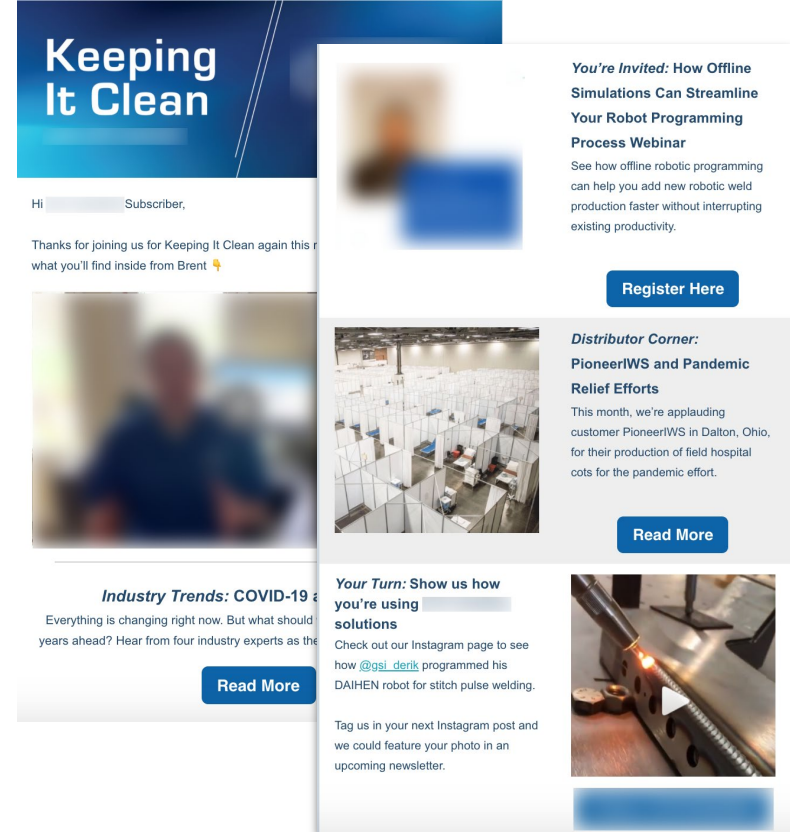
#2: Keep customers engaged with ongoing campaigns

- ✈️ Nurture Campaigns - keep them engaged
- ✈️ Always provide value to them

# Welcome Email



# Monthly eNewsletter



## TIP 4: Virtual Sales ✈️



- Be responsive



- Personalize



- Deliver Value (don't sell)



## Responsiveness & Being Helpful

- Respond in minutes, not days
- Utilize automation
- Bring immediate value and be helpful

*“Firms that tried to contact potential customers within an hour of receiving a query were nearly **seven times as likely** to qualify the lead ... as those that tried to contact the customer even an hour later — and **more than 60 times as likely** as companies that wait 24 hours or longer.” -Harvard Business Review*

I also wanted to send you [a link to our Digital Marketing & Sales blog](#).

It's an entire library of articles on marketing strategy, lead generation, sales enablement, email automation and lots more. There are quick tips and videos. You don't want to miss it!

Read Now

Best,



**Tyler Louth**

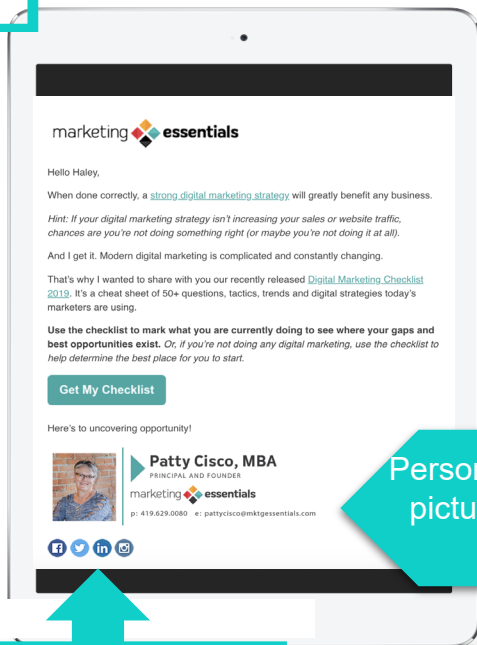
CHIEF OPERATING OFFICER

marketing  essentials

p: 419.629.0080 e: tylerl@mktgessentials.com



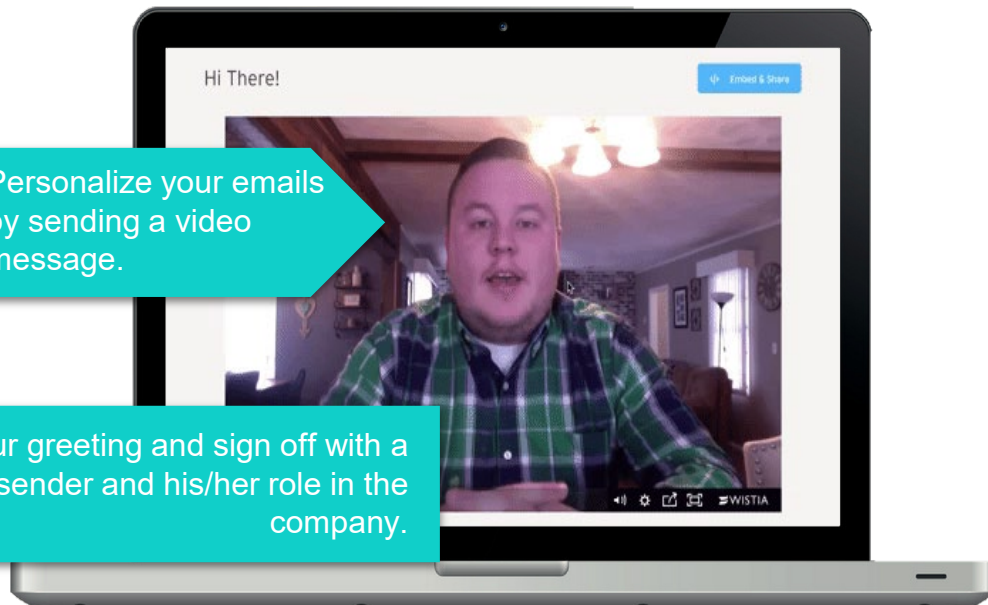
# Personalization



Link to social channels  
that show the life of the  
company.

Personalize your emails  
by sending a video  
message.

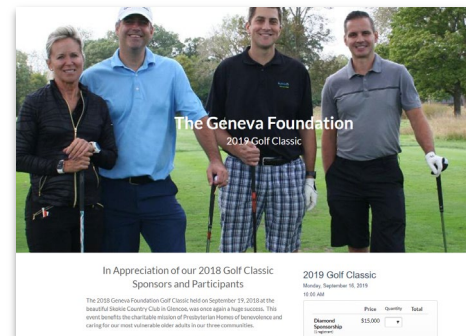
Personalize your greeting and sign off with a  
picture of the sender and his/her role in the  
company.



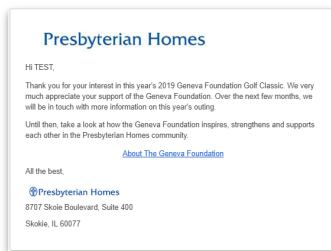
# TIP 5: Direct Mail Integrated Nurturing



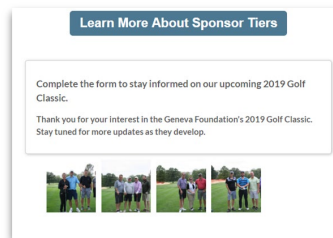
Direct Mail



Landing Page



Thank You Email



Form Response - Thank You

Price	Quantity	Total
\$15,000	1	\$15,000

Form



# BUILD YOUR PLAN

Business Name				90 Days																
Goal(s):																				
Goal(s):																				
Tactic/Action	Concept/Campaign	Persona	Notes	June					July					August						
				1	8	15	22	29	6	13	20	27	3	10	17	24	31			
Digital Advertising																				
Google Smart Campaigns																				
Facebook Advertising																				
Website																				
Social-Organic																				



# Q&A

**Ask Me Anything...**

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# TAKEAWAYS

- Listen to the changing needs of your audience and adapt your plan accordingly.
- Use your budget and time wisely.
- There is no quick fix to generating or nurturing business; you need a holistic view to ensure you're using the right personalized content, in the right channels, delivered at the right time to attract your ideal customer.

# Thank You!

